



Annex 1:

Terms of Reference

Covid-19 Response and Resilience Project

Framework Based Individual Consultancy Services for Communication Activities

1. BACKGROUND

Countries have shut down the economy to slow the spread of the COVID-19 to contain the Pandemic and put in place several measures to mitigate the short-term impact of the Pandemic Crisis. The main policy measure used is social distancing that implies a drastic decline in economic mobility, first leading to a sudden stop in urban services sector, triggering cash flow issues for firms and declining income and unemployment for people.

Turkey reported its first positive case of COVID-19 on 11 March 2020. Similar to other countries responding to the pandemic, the number of positive cases in Turkey has increased daily with an expansion in the number of tests conducted nation-wide. As of 10 June, the number of cases stand at 173,036, including 4,746 deaths. The temporary closure of businesses, including 10,000 Syrian-owned businesses in Turkey, have been causing unemployment and loss of income through decreasing wages, affecting all parts of society. UNDP rapidly developed an integrated response to COVID-19 health, humanitarian and developmental crisis at global, regional and national levels. The response is consistent with both, the UN Socio Economic Response Framework and the WHO led Strategic Preparedness and Response Plan and aligned with country-specific needs. The interventions tackle three phases of preparedness, response and recovery in three areas: health systems support, inclusive and integrated crisis management, social and economic needs assessment. UNDP in Turkey is reprogramming its current activities in all of its areas of intervention with a focus on most disadvantaged groups. UNDP also co-leads the UN response to the medium and long-term socio-economic impacts and is also co-coordinating with UNHCR the 3RP -Regional Refugee and Resilience Plan- Turkey chapter to support Syrian refugees and host communities in Turkey.

UNDP's solid partnerships with private sector and the Business for Goals (B4G) Platform that was established in 2018, have allowed for a quick response to support private sector needs to the impacts of the pandemic, with a focus on small and medium-scale enterprises (SMEs) that stand at the core of Turkey's employment and economy. In collaboration with B4G, surveys have been conducted to better understand how the COVID-19 has affected micro and small and medium-scale enterprises (MSMEs) in Turkey including Syrian-owned businesses. The survey shows that 62% of local enterprises responded that they were «substantially impacted» while this rate is 65% for Syrian owned enterprises. The business volume of more than half of the companies has decreased by more than 50% for local businesses while this rate is 70% for Syrian businesses. It is evident that SMEs are the hardest hit and the ones employing the most vulnerable sectors of population. Socio-economic impacts of COVID-19 on 4 million refugees in Turkey are observed severely as they have limited access to the livelihoods opportunities, public services and information on protective measures for COVID-19. As the Leading Agency in Livelihoods Sector of 3RP, UNDP has reprogrammed the projects under Syria Crisis Response and Resilience Portfolio aiming at not only alleviating the impact of the COVID-19 on businesses and refugees but also increase resilience among Syrian community against current and future

crises by providing business development support and digital livelihoods opportunities. The COVID-19 pandemic is devastating lives, public health systems, livelihoods and economies all over the world.

The Project includes activities that fall under the following Outputs:

Output 1- Health Systems Strengthening: The UNDP Turkey project proposal addresses the needs on “Health care waste management” and “Health Procurement”. Based on the request of the Ministry of Health (MoH), the Project will support Ministry’s efforts to enhance their crises response actions via additional laboratory equipment to serve immediate needs of the relevant units at the Ministry.

The Project will also address medical waste related needs with a view to address the new challenges of municipalities and hospitals that have limited resources of containers, PPEs for med-waste treatment and required capacity for effective management of medical waste management and based on the agreement with the Government for support in this area. The Output will also have a specific focus on a big new pressure on municipalities in terms of rapid sterilization of these equipments through sterilization units and UV containers that enable these wastes to be sterilized and decrease the risk of exposure by others

Output 2- Inclusive and integrated crisis management and response: The UNDP Turkey project proposal under this Output will support national and sub-national capacities for planning, coordination and crisis management and in partnership with Development Agencies by developing guidelines and strategies for 6 fragile sectors including tourism, automotive, machinery, textile, food and logistics sectors and conducting a global market analysis and product space analysis in selected Development Agencies.

In addition, 1,000 SMEs will be provided with technical support and business advisory services to help them develop capacities, through an integrated and harmonized local pandemics and disaster resilience support system, which is based on inclusive and gender sensitive approach to risk-informed resilience.

Complementary to UNDP’s existing support to Syria Crisis Response and Resilience programming, the specific needs of the Syrian owned enterprises and businesses to improve digital livelihood opportunities will also be addressed as a vital need while the traditional sectors are shrinking rapidly due to the pandemic. In that respect, Output 2 will focus on increasing the digital capabilities of Syrian owned businesses such as digital communications tools, marketing practices, sales channel development and managing social media tools for businesses through training and mentorship programs and financial support packages for refugees as well as an online freelance working platform that will be developed in cooperation with UNDP Bangladesh.

Private sector partnerships will be ensured through B4G platform partner private sector volunteer based organizations (TUSIAD and TÜRKONFED) and close engagement of Chambers of Commerce/Industry, Electronic Commerce Companies Association (ETİD), Turkish Exporters Assembly (TİM), Automotive Suppliers Association of Turkey (TAYSAD), Istanbul Textile and Apparel Exports Associations (İTKİB), Association of Turkish Machine Manufacturers (MİB) and Investment Support Offices (YDO). Regarding the activities addressing the Syrian population UNDP will continue to work with DG Productivity at Ministry of Technology and Industry, which is the main partner of UNDP in Syria Crisis Response programming supporting entrepreneurship as well as Ministry of Labor, Family and Social Services DG International Labor Force, counterpart in 3RP Livelihoods Sector will be the main institutional contact on freelance working platform and support provided to the Syrian-owned enterprises.

Output 3- Addressing the human rights and socio-economic impacts of COVID-19: The UNDP Turkey project proposal under this Output aims to provide Building Back Better (BBB) type of support to the Government and private sector to open up towards a low-carbon, inclusive and rights-based economy in line with SDGs. It is expected that the Project will provide guidance to Government and non-government institutions to apply a resilience lens to economic recovery policies.

The Project is also in full alignment with UN socio-economic response strategy and planning to mobilize joint action of the public and private sector for Covid-19 response and recovery towards a rights-based, gender sensitive, refugee inclusive and low-carbon economy.

2. OBJECTIVE and SCOPE

The overall objective of the Assignment will be to design/coordinate/implement communication activities of the Project in line with *Guidance for Donor Visibility on Japan-Funded Projects* and in cooperation with Japan Embassy, UNDP Communication and Project Team and Project Implementation Partners (Ministry of Health, Ministry of Environment and Urbanization, Ministry of Industry and Technology).

The Government of Japan's contributions to COVID-19 will be highlighted through the most effective and efficient communications methods and channels at country level focusing on Japan's strong interest to help realize human security in the field. An additional priority will be reporting on human interest stories, which aim at highlighting and connecting the implications of UNDP's work and the contribution of the Government of Japan with the impact on people and communities. The Country Office will ensure close coordination with the Embassy of Japan (EoJ) in Turkey, which is particularly important for this specific operation with sensitivity in communication within Japan where the domestic situation of COVID-19 is still serious. High-level visibility actions, involving the EoJ and partners at all levels, will be carried out at critical junctures.

Within this scope, the individual consultant for communication activities (*hereafter referred as IC*) will work closely with the Project Team and will report to ISG-PPI Portfolio Manager.

The IC will work on a framework contract basis. Specific activities and deliverables expected from the IC will be articulated in specific service requests to be made by UNDP during the contract.

3. DUTIES AND RESPONSIBILITIES OF THE INDIVIDUAL CONSULTANT

The IC will work in close cooperation with the UNDP Turkey, Ministry of Health, Ministry of Environment and Urbanization, Ministry of Industry and Technology, Ministry of Family, Labor and Social Security and Development Agencies to finalize the discussions and present the deliverables to the UNDP CO Communication Unit, UNDP Project Team, Local Socio-Economic Development Expert and Portfolio Manager for approval.

The IC will support the development and dissemination of high-quality content, materials and key messages to ensure impactful communication of Project work and achievements. The IC will provide following services: strategic and advisory communications support; production of communication/knowledge products; cooperation, coordination and monitoring of the communication activities. More specifically, the consultant will undertake the relevant tasks as follows:

- Prepare and implement Project Visibility and Communication Plan in line with *Guidance for Donor Visibility on Japan-Funded Projects*;
- Undertake communication activities to promote the Donor, Project Implementation Partners and Inter-Agency Engagement of project activities with human stories, impact of the project etc;
- Develop and pre-test appropriate messages, tools and materials for Donor, UNDP Officials and Implementation Partners on the Project activities;
- Develop short stories/best practice stories and articles to be published in newspapers/magazines/online platforms in line with the *Guidance for Donor Visibility on Japan-Funded Projects* and in cooperation with Japan Embassy, UNDP Project Team and Implementation Partners;
- Conduct research and data collection for publications, articles, blogs, reports, etc.;

- Design, organize/contribute to conduct press conferences, cooperation meetings/workshops etc;
- Apply innovative communication approaches via social media platforms and build on and advance the program's digital presence through social media channels;
- Effectively monitor and evaluate various communications tools and activities, to measure the impact on achieving the overall objective;
- Liaise with Project Partners, UNDP Project Team and Coordinate and cooperate with UNDP CO's Communication Unit
- Perform other related duties as required by the UNDP Project Team.

The listed activities are subject to development and change with consent of UNDP Turkey Local Socio-Economic Development Expert, Portfolio Manager (ISG-PPI) and UNDP CO's Communication Unit. These possible developments and changes will be shared with the IC throughout the contract execution, the IC will conduct activities in accordance with the sections 2 and 3 of this Terms of Reference.

4. DELIVERABLES and PAYMENT TERMS

The Assignment will include deliverables to be defined and detailed in the specific service requests to be made by UNDP to the IC. IC deliverables will be subject to certification and approval by the UNDP Portfolio Manager within the deadlines to be set in specific service requests.

All reports shall be submitted in English and/or Turkish as will be elaborated in specific service requests.

5. DURATION of the CONTRACT

The assignment is expected to start on **15 August 2020** and is expected to be completed by **31 March 2021**. The substantive component of the assignment is expected to take **maximum 100 working days** to complete. On the other hand, the duration of the assignment may be extended till the end of December 2021 depending on extension of the project and consent of the IC to perform services with the same daily rates in the Offeror's Letter to UNDP.

6. REQUIRED QUALIFICATIONS

The following table demonstrates the required qualifications of the IC to be selected for this Assignment. The expected qualifications of the IC are as follows:

General Qualifications	Professional Experience	Specific Experience
<ul style="list-style-type: none"> • University degree in Communication, Public Relations, Journalism, Media Studies, Economics, Business Administration, International Relations and/or related fields. (5 pts) • Proficiency in Turkish is required. (3 pts) • Proficiency in English is required. (2 pts) 	<ul style="list-style-type: none"> • At least 10 years of general professional experience is required. (3 pts) 	<ul style="list-style-type: none"> • At least 7 years of professional experience in sustainable development communication and other related areas is required. (10 pts) • Strong record of developing promotional and visibility materials/content for industry, environment, health and local development projects is required. (<i>will be verified through an interview</i>). (7 pts) • Knowledge in developing high quality reports, blogs, press releases, briefing notes and other communication products, including for social media and other online platforms, relating to local economic development, health and environment is required. (<i>will be verified through an interview</i>). (15 pts) • At least 5 years of demonstrated experience working with multiple stakeholders from government, civil society and development partners is required. (10 pts) • At least 5 years of previous affiliation/experience working in the UNDP, other UN organizations or international organizations such as World Bank, European Union etc. (15 pts)

Notes:

- Internships (paid/unpaid) are not considered professional experience.
- Obligatory military service is not considered professional experience.
- Professional experience gained in an international setting is considered international experience.

UNDP is committed to achieving workforce diversity in terms of gender, race, ethnicity, indigenous identity, disability and culture. Individuals from all genders, minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with utmost confidentiality.

7. INSTITUTIONAL ARRANGEMENT

UNDP will provide all relevant background documents. UNDP is not required to provide any physical facility for the work of the Individual Contractor(s).

UNDP will cover pre-approved travel and accommodation costs of the Contractor(s) when traveling outside of the duty-station and upon submission of relevant documentation. Meetings with the Ministry and local partners/stakeholders will be facilitated through UNDP. UNDP is not required to provide any physical facility for the preparatory and reporting works of the Individual Contractor (s). However, depending on the availability of physical facilities (e.g. working space, computer, printer, telephone lines, Internet connection etc.) and at the discretion of the UNDP, such facilities may be provided at the disposal of the ICs.

8. DUTY STATION

Place of work for the assignment (duty station) is Ankara. Travel, accommodation and living costs in duty station will be covered by the IC. Travel to join duty station and repatriation travel costs (*travels to and from duty station*) will also be covered by the IC.

In case of travel out of duty stations is needed, the travel and accommodation costs of these missions will be borne by UNDP. It is required that the terms of such travels are discussed with the responsible UNDP

Portfolio Manager prior to each travel. The costs of these missions may either be;

- Arranged and covered by UNDP CO from the respective project budget without making any reimbursements to the consultant (Any assignment-related travel (economy class), accommodation (bed & breakfast) outside duty station will be arranged by the travel agency UNDP works with, when necessary, by receiving prior approval of UNDP) or
- Reimbursed to the consultant upon the submission of the receipts/invoices of the expenses by the consultant and approval of the UNDP. The reimbursement of each cost item is subject to the following constraints/conditions provided in below table;
- Covered by the combination of both options.

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity)	Full-fare economy class tickets	1- Approval by UNDP of the cost items before the initiation of travel 2- Submission of the invoices/receipts, etc. by the consultant with the UNDP's F-10 Form 3- Acceptance and Approval by UNDP of the invoices and F-10 Form.
Accommodation	Up to 50% of the effective DSA rate of UNDP for the respective location	
Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	
Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	
Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	

9. PAYMENTS

The contract to be signed between UNDP and successful candidate will not entail a financial commitment from UNDP. UNDP's financial commitment will be established on an ad-hoc basis every time as services are officially requested by UNDP. Service Requests will be detailed and signed by both parties for a Service Request to be effective. Payment terms and conditions will be specified in specific service requests. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed maximum number of days in the service request) will be the basis of payment to the IC. Payments will be made against submission of the deliverable(s) in specific service requests by the IC and approval of such deliverables by UNDP. However, if the deliverables are not produced and delivered by the Consultant to the satisfaction of UNDP as approved by the responsible UNDP Portfolio Manager, no payment will be made even if the IC has invested working/days to produce and deliver such deliverables.

The expert shall be paid in US\$ if he/she resides in a country different than Turkey. If he/she resides in Turkey, the payment shall be realized in TRY through conversion of the US\$ amount by the official UN exchange rate valid on the date of money transfer.

The amount paid to the expert shall be gross and inclusive of all associated costs such as social security, pension and income tax etc.

Payments will be made within 30 days upon acceptance and approval of the corresponding deliverable by UNDP on the basis of actual number of days invested in that respective deliverable and the pertaining Certification of Payment document signed by the IC and approved by the responsible UNDP Portfolio Manager. The total amount of payment to be effected to the IC within the scope of this contract **cannot exceed equivalent of 100 working/days**.

Tax Obligations: The IC is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the IC.